

Approved Audits/Applications committee 10/6/08

Organization Name: Missoula Convention and Visitors Bureau

Project Name: MP08/09: Opportunity – River
City Roots Festival Regional Campaign

Application Completed by: Barbara Neilan, Executive Director

Approval Requested

 X **Final**

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The River City Roots Festival 2008 is a two day signature event featuring music on West Main Street stages, a juried art show, a Children's Festival in Caras Park, a 4mile run through Greenough Park and Downtown, and a food court on Ryman Street and Main Streets. The event is produced by The Missoula Downtown Association in Partnership with: City of Missoula Police Department, the Downtown Arts Community, Run Wild Missoula, and SpectrUM Science Discovery Area

The purpose is to celebrate the community of Missoula, increase visitors and revenue for the Missoula business community and to showcase Missoula as a Western Montana gem. The 2007 goal was to attract 10,000 individuals to the heart of the community and that goal was exceeded. The goal for this year's event is 20,000 people with a 5-year goal of attracting 60,000. The targeted audience is affluent, well-educated and has disposable income. Attendance in year two saw an increase in out of area visitation due to regional advertising supported by the Missoula CVB and that number is expected to increase each year as awareness of the festival becomes more established. The goal is to make Missoula the region's destination for art and music.

The MCVB will aid in the regional advertising of this event, concentrating on Missoula drive-markets, by placing the following print and on-line advertisements:

- Banner advertising with a link to the River City Roots Festival website for the month of August on The Grind Online. The Grind Online targets the outdoor community with news and information throughout the Northern Rockies and is affiliated with Off The Grind Magazine which is distributed in Big Sky, Bozeman, Livingston, Helena, Missoula, Kalispell, Whitefish, and Prescott, Arizona. It crosses all demographics but targets 18-45 year olds.
- A ½ page ad in both the International Folk Festival and Evel Keneval Days programs. The Folk Festival Program had a distribution of 107,500 with statewide distribution through the Montana Standard. There were also 10,000 copies distributed during the Festival. The ad in the Evel Keneval Days program was offered at ½ price and had a distribution of 15,500 through the Montana Standard and 1,250 per day distribution during the festival. Both festivals bring in large numbers of out of state visitors and this is the perfect demographic for the River Roots Festival.
- Two full color ads, one 3x5 and one 3x7 in the Kalispell Interlake Intertainer. The Intertainer has a circulation of 21,500 in Northwestern Montana, including Libby, Eureka, Kalispell, Columbia Falls, Whitefish, Bigfork, and Polson. This publication will reach visitors to the Glacier Park area. An extra 1,000 are placed in hotel rooms throughout the circulation area.
- Two ½ page, full color advertisements in The Bozone Entertainment calendar. The Bozone reaches over 35,000 readers monthly. 7,500 copies are distributed twice monthly covering Southwest Montana, including visitors to Yellowstone Park. Distribution points include all Bozeman hotels, restaurants, coffee shops, gas stations, etc.
- Two 3/5 page, full color advertisements in The Pacific Northwest Inlander with a circulation of 46,000 copies per week. The Inland covers communities as far north as Sandpoint Idaho and south to Moscow, Idaho and Pullman, Washington. The Inlander is tributed in over 800 high traffic distribution sites and includes Spokane and Coeur d'Alene.
- Two 3/16 page, black and white ad placed in July and August issues of The Lively Times. The Lively Times is the most comprehensive arts and entertainment paper in the State with a statewide distribution of 20,000 in 500 locations

- An online ad with link to the River City Roots Festival website during the month of August on Flatheadevents.net an online subsidiary of The Flathead Beacon. The Beacon has a print distribution of 15,000 in 350 locations covering the Northwestern corner of the State. A large distribution point for the Beacon is the Glacier International Airport which reaches 74% of the market flowing through the airport. The events calendar receives 130,000 hits per month, including the Canadian market.

Develop Objectives

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- A. Increase Room Nights By 3%.** Although lodging sales for Missoula increased 33% between 2002-2007, the increase is less than either the Glacier Country Regional increase of 47% or the State increase of 42% over this same time period. Although the summer months average a 90+% occupancy, the months of December and January average as low as 40%, leaving Missoula with an annual average occupancy rate of 62.5-63.5%. During this time period three new motels have opened in Missoula adding 338 new rooms to Missoula's inventory. This summer a new extended stay motel will be added increasing that room count by another 101 rooms.
- C. Education.** Education of visitors to raise awareness of Missoula as a destination, the community to increase awareness of tourism and its economic effects, and professional development of key MCVB personnel.

Identify the portions of your marketing plan which support this project.

Marketing Goals:

A.3. The Missoula CVB will partner with the Missoula International Airport, the Missoula Cultural Council, the Missoula Downtown Association, Southgate Mall, the Missoula Area Economic Development Corporation, the University of Montana and other local organizations and businesses to help promote 3-4 events in Missoula, with an emphasis on off peak/shoulder seasons. The MCVB will specifically target cultural, sporting and entertainment events, and will help establish unique winter events. These events will be advertised to Missoula's direct flight and drive markets.

A.8. The MCVB will continue to market cooperatively with Travel Montana, Glacier Country Regional Tourism Commission, other tourism organizations and key non-profits and private businesses to promote Missoula to individual and group travelers, meeting planners, and key niche market travelers (such as cultural, winter, destination weddings, girlfriend getaways, etc.).

Geographic Markets:

- The primary states from which most of our, inquires come: California, Washington, Texas, Illinois and Minnesota.
- The secondary states from which most of our, inquires come: Florida, Ohio, Oregon, Alberta Canada and Arizona.
- The states immediately surrounding Montana and Canada.
- Residents from other parts of Montana.

Demographic Markets:

- Individual Travelers
- Group Gatherings and Tours

Does this project support the Strategic Plan? Yes No

If so, describe how:

Goal 1: Increase four season revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors

1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions

1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

4.1.a Use local historic/cultural/tribal attractions as venues for conferences, events and educational seminars.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

5.1.a Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

Goal 10: Build an effective "team" to implement the Strategic Plan, and report results.

10.2: Create public/private/tribal partnerships for cooperative project implementation.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail information below: Yes No

Project Budget:

All funds for this project are from accommodations tax.

Print Placement	\$ 3,660.23
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On-Line Placement	\$ <u>320.00</u>
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TOTAL for project	\$ 3,980.23
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